



Marketing & Communications Update May 2025

- **Current Running Media**

- Print:
 - Visit Florida Vacation Guide – (2025)
 - Full page Ad
 - Prevue Magazine (March/April 2025 Issue)
 - Full Page Ad
 - Full Page Advertorial
 - Sports Planning Guide
 - 2-Page Spread in Sports Planning Guide Magazine (2025)
 - 2-Page Advertorial Content in Florida Sports Guide section (2025)
- Billboards (OOH)
 - Carvertise (March - May 2025)
 - 16 Ride Share vehicles at 8 Swarms of events in Orlando
 - Miles Driven: 65,922
 - Impressions: 4,153,086
 - Outfront
 - 2 Billboards
 - Clear Channel
 - 1 Billboard
 - Ad+Genuity – Vistar Programmatic (always on – excluding Jan, May, Sept 2025)
 - Florida statewide digital billboards
 - Tampa International Airport & Orlando International digital panels
 - Urban panels – New York & Atlanta digital panels
- Digital
 - Carvertise – Digital Retargeting (March - May 2025)
 - Total Impressions for March-April 2025: 195,916
 - Total Clicks for March-April 2025: 507 clicks
 - Ad + Genuity DSP (always on)
 - Total Impressions for March-April 2025: 5.8 M
 - Total Clicks for March-April 2025: 7,723 clicks
 - Sports Planning Guide
 - Video + Content on SportsPlanningGuide.com (October 2024-September 2025)
 - Undertone (Feb 2025 – Aug 2025)
 - Total impressions for March-April 2025: 1.3 M
 - Total clicks for March-April 2025: 20,187
 - Nativo (Dec 2024 – Aug 2025)
 - Total impressions for March-April 2025: 3.9 M
 - Total clicks for March-April 2025: 12,399
 - TripAdvisor (Dec 2024 – April 2025)
 - Total impressions for March-April 2025: 44,599



- Flamingo Magazine Banner Ad + Newsletters
 - Total impressions for March 2025: 198,030
 - Total clicks for March 2025: 30
- Prevue
 - e-blasts and feature stories
 - Target Audience - Meeting planners
 - Total impressions for March-April 2025: 10,869
 - Total clicks for March-April 2025: 280
- Social (always on)
 - Facebook/Instagram
 - YouTube
- Search (always on)
 - Keyword and Performance MAX through Google
- **Industry/Advocacy Communications**
 - Marion @ The Capital
 - April 10, 2025
 - National Travel and Tourism Week
 - May 4-10, 2025
 - Proclamation, Ticket Giveaway, Postcard Contest, New Episode of Marion Insider's Guide
 - 2 Marketing Awards:
 - [Internet Advertising Competition \(IAC\) award for Best Online Campaign](#)
 - [eSTY award for Best Family-Friendly Marketing Campaign](#).
 - Both awards recognized Ocala/Marion County's 2024 campaign that leveraged Nativo's native advertising platform, distributing four branded articles. This campaign delivered over 14.3M impressions and a 52-second average time-on-content, surpassing industry benchmarks by 73%. Furthermore, the campaign yielded 79,542 page views and 205 content shares, marking a 600% increase in earned views from the previous year. These achievements bring the total number of awards earned by the Ocala/Marion County VCB to 38.
- **Public Relations**
 - Press Releases:
 - National Travel and Tourism Week
 - VISIT FLORIDA Releases:
 - 6 total (April-May 2025)
 - Topics: What's New, Independence Day, Florida for Kids, Great Outdoors and National Camping Month, Beat the Heat, World Snorkeling Day